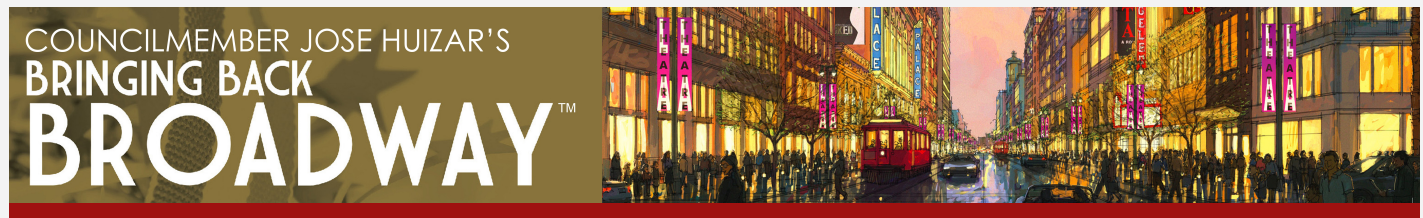


Subject: Fwd: See You Wednesday! Broadway Sign District Workshop at Palace Theatre - 6pm
From: Miranda Paster
Date: 05/04/2016 09:10 AM
To: Jasmine Ramos <jasmine@fashiondistrict.org>, Blair Besten <blair@hdlabid.com>, Suzanne Holley <SHolley@downtownla.com>, Jessica Lall <jessica@southpark.la>

----- Forwarded message -----

From: **Bringing Back Broadway (CURRENT)** <bringingbackbroadway@lacity.org>
Date: Tue, May 3, 2016 at 3:57 PM
Subject: See You Wednesday! Broadway Sign District Workshop at Palace Theatre - 6pm
To: Miranda Paster <miranda.paster@lacity.org>



Historic Broadway Has New Sign Rules

**Hear All About them THIS
WEDNESDAY May 4**



Quick reminder of this great opportunity to hear about a brand new, important piece of policy for Bringing Back Broadway - and to see the 105-year-old Palace Theatre. All are welcome. See you then!

BROADWAY HISTORIC SIGN DISTRICT WORKSHOP
Wednesday May 4, 2016
Palace Theatre 630 S. Broadway

6:00pm - informal discussion
6:45pm - presentation followed by Q&A

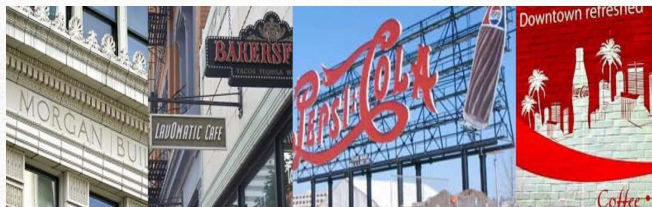
Hosted by Councilmember Jose Huizar's Bringing Back Broadway and the Los Angeles Department of City Planning.

As the sun set on the 8th anniversary of Councilmember Huizar's Bringing Back Broadway initiative, an ambitious 10-year plan for the revitalization of the Historic

Broadway corridor in Downtown LA, another major piece of Broadway-oriented public policy was adopted by L.A. City Council on Jan. 20 and officially became effective in March. The [Broadway Historic Sign District](#) is a powerful tool to help spur (and make economically feasible) the reactivation of long-underutilized buildings along Broadway between 1st and 12th Streets.

The [Historic Broadway Sign District](#) allows for a variety of sign types that will contribute to the historic nature of the Broadway district. Among other objectives, it encourages the recreation and restoration of historic signs, allows new large-scale painted signs on secondary facades, open panel roof signs, and vertical “blade signs” iconic to Broadway’s hey-day. The policy encourages the use of neon, and, through what is known as the “neon bonus,” allows larger signs when neon and neon-like materials are used. Goals include improving pedestrian way-finding and façade lighting, advancement of the Broadway Streetscape master plan, reducing blight and utilize off-site advertising rights to incentivize investment in the rehabilitation and reactivation of existing buildings and construction of new buildings on vacant and underutilized sites.

Property owners and the general public are encouraged to attend the upcoming educational forum about this exciting new policy. Attendees will receive detailed information about the new sign policies for Broadway, including how revenue generating opportunities can be achieved. Don't miss it!



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We're fun, and we love Broadway just like you!



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Until next time....

[Bringing Back Broadway](#) is an ambitious 10-year plan led by [Councilmember José Huizar](#) to revitalize the Historic Broadway corridor in downtown L.A. The historic Broadway corridor, part of an important National Register Historic District, is located in the center of downtown Los Angeles and in the heart of the Historic Core.

Goals of Bringing Back Broadway are to provide economic development and business assistance; re-activate Broadway's historic vacant theaters, as well as more than one million square feet of vacant commercial space and increase parking and transit options, including bringing the beloved streetcar back to downtown Los Angeles.

Under Councilmember Huizar's Bringing Back Broadway initiative, the area has already experienced a surge in new retail and restaurants, and is becoming a focal point for creative office and boutique hotel development with city policies aimed at creating flexibility for the reactivation of upper floor spaces.

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Counting my blessings - Sing and be Happy Today!

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